

# SYNERGY

## The Colorado Charter Schools Annual Conference

February 26-28, 2025

Denver Marriott Tech Center

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Esports Sponsors & Exhibitors

A Prospectus for supporters of charter schools

**ESPORTS  
Edition**



*SYNERGY: The interaction or cooperation of two or more entities to produce a combined effect greater than the sum of their separate effects.*



COLORADO LEAGUE of  
CHARTER SCHOOLS

# COLORADO CHARTER SCHOOLS ANNUAL CONFERENCE 2025

Dear Sponsors and Exhibitors,

**P**lease join us on February 26, 27 & 28 at the Colorado Charter Schools Annual Conference in Denver, where school leaders, board members, business managers, and administrative and classroom staff from over 260 charter schools, serving 135,000+ students in more than 70 communities across Colorado all come together. Our annual, in-person convening draws between 900-1100 attendees, including school leaders who lead, run, manage, and purchase for the charter schools in the state. We hope that you take advantage of a robust opportunity to exchange ideas, strategies, and solutions with our members who operate high-quality, public schools for students.

**This 2025 Prospectus outlines your opportunities to advance the movement, the League, and positive outcomes for students, families, schools, and leaders, while also helping you increase your exposure and connect with this vital market.**

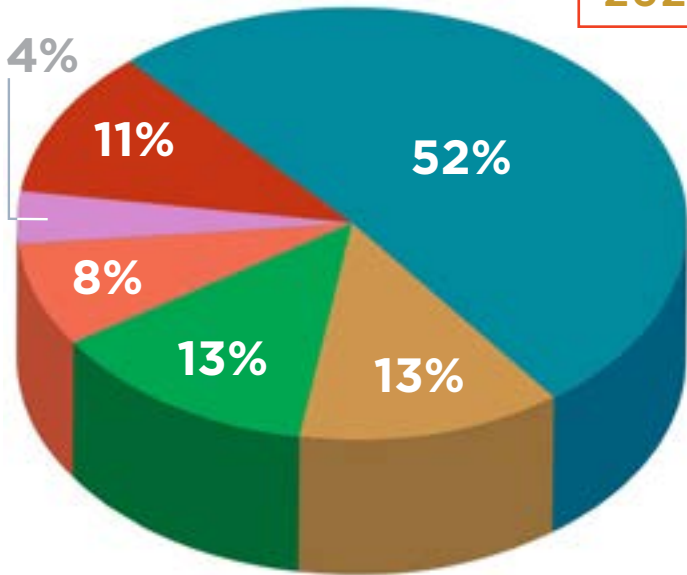


The Colorado Charter Schools Annual Conference brings together school leaders, board members, authorizers, operations staff, teachers, support staff, technology staff, and advocates to learn, inspire, and engage charter school topics. Join us in celebrating the quality of such an outstanding group.

In 2024 over 930 people attended from 142 schools, including charter school networks.

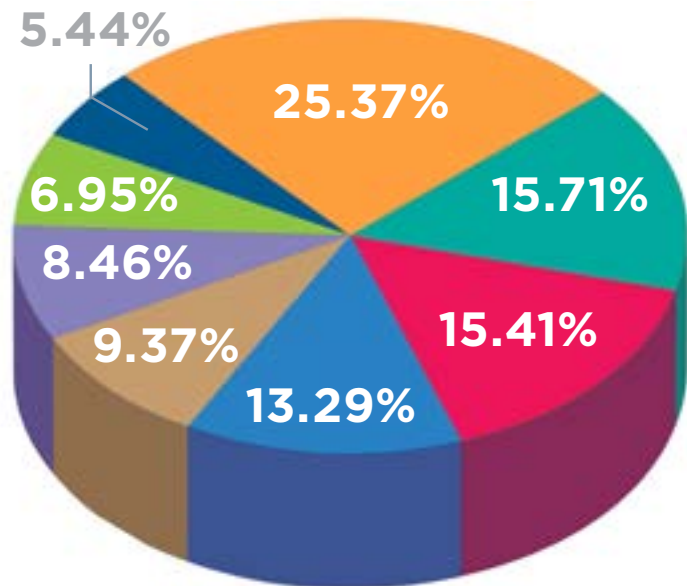
This year, we're seeking to build on that momentum. For the League's 30th anniversary we are creating special registration offers for school leaders and expect to top 1000 participants total.

### 2024 Attendee Title/Profession



- Head of School/CEO/etc. - 52%
- Teachers/Coordinators - 13%
- Managers/Business General - 13%
- Board Members - 8%
- Founders - 4%
- Other - 11%

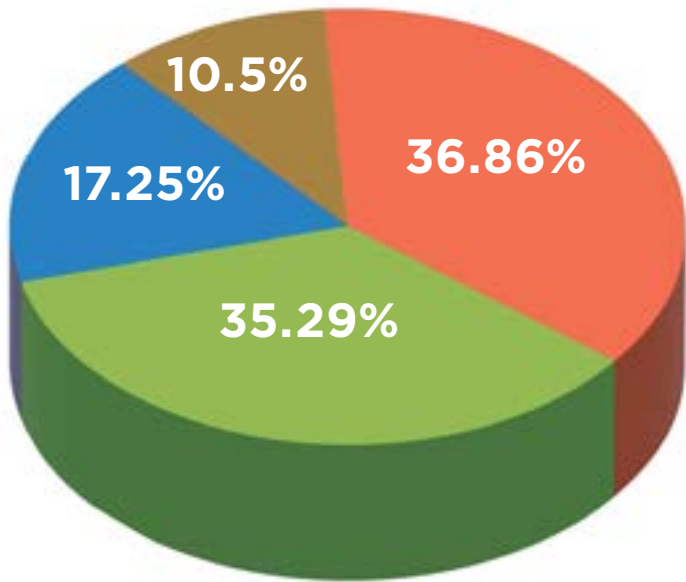
### 2024 Geographic Region



- Greater Denver: 25.38%
- Dougco School District: 15.71%
- Southern Colorado: 15.41%
- Northern Colorado: 13.29%
- Outstate: 9.37%
- Jeffco Public Schools: 8.46%
- Aurora Public Schools: 6.95%
- Denver Public Schools: 5.44%

Breakdown of types of geographic regions of attendees

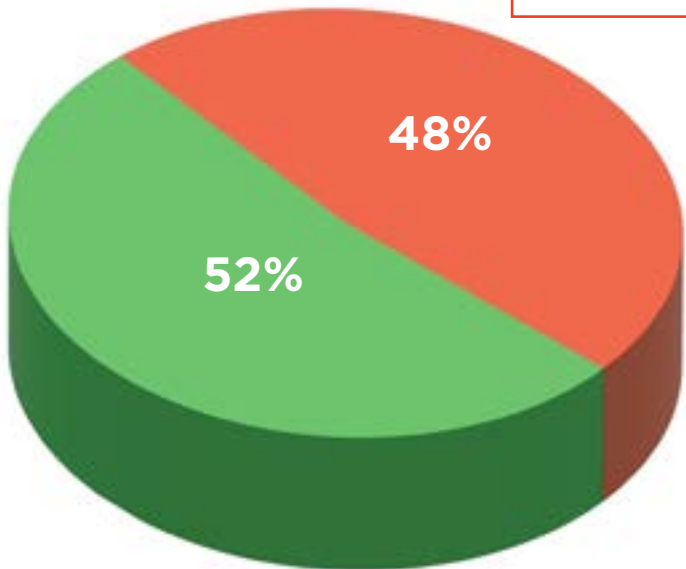
## 2024 Enrollment Category



- PK
- K-5
- 6-8
- 9-12

Breakdown of school grades represented by 2024 attendees

## 2024 Attendee Schools & Networks



- 142 schools attended 52%
- 130 schools did not attend 48%

Colorado Charter Schools/Networks % represented at the 2024 Annual Conference.



# SPONSOR AND SUPPORT ESPORTS AT THE 2025 ANNUAL CONFERENCE

Your support of charter schools in Colorado is important. Our events ensure that our members have access to the latest products and services you provide, in an energized and focused setting. We know you will create new relationships and see the value of supporting the League and our dedicated charter support and advocacy efforts, while connecting to members and partners.

## Strategic Opportunities:

1. Use a booth as a meeting location,
2. Present at a Solution Session,
3. Network at two happy hours,
4. Take advantage of built-in, exclusive ESPORTS visitation hours and promotion,
5. Build your name recognition through videos, electronic, or printed signs,
6. Link to your website through the League website and event app,
7. Build social media traffic by engaging attendees during the event,
8. Utilize complimentary lead generation apps for the conference, and
9. Use the Grid Game as a means to capture leads and talk about your offerings with our attendees.

See the details, logistics, and FAQ of Sponsorships at the end of this document or at the Sponsor web page: <https://coloradoleague.org/events/annual-conference-2025/sponsorship.html>

## JOIN US: ESPORTS

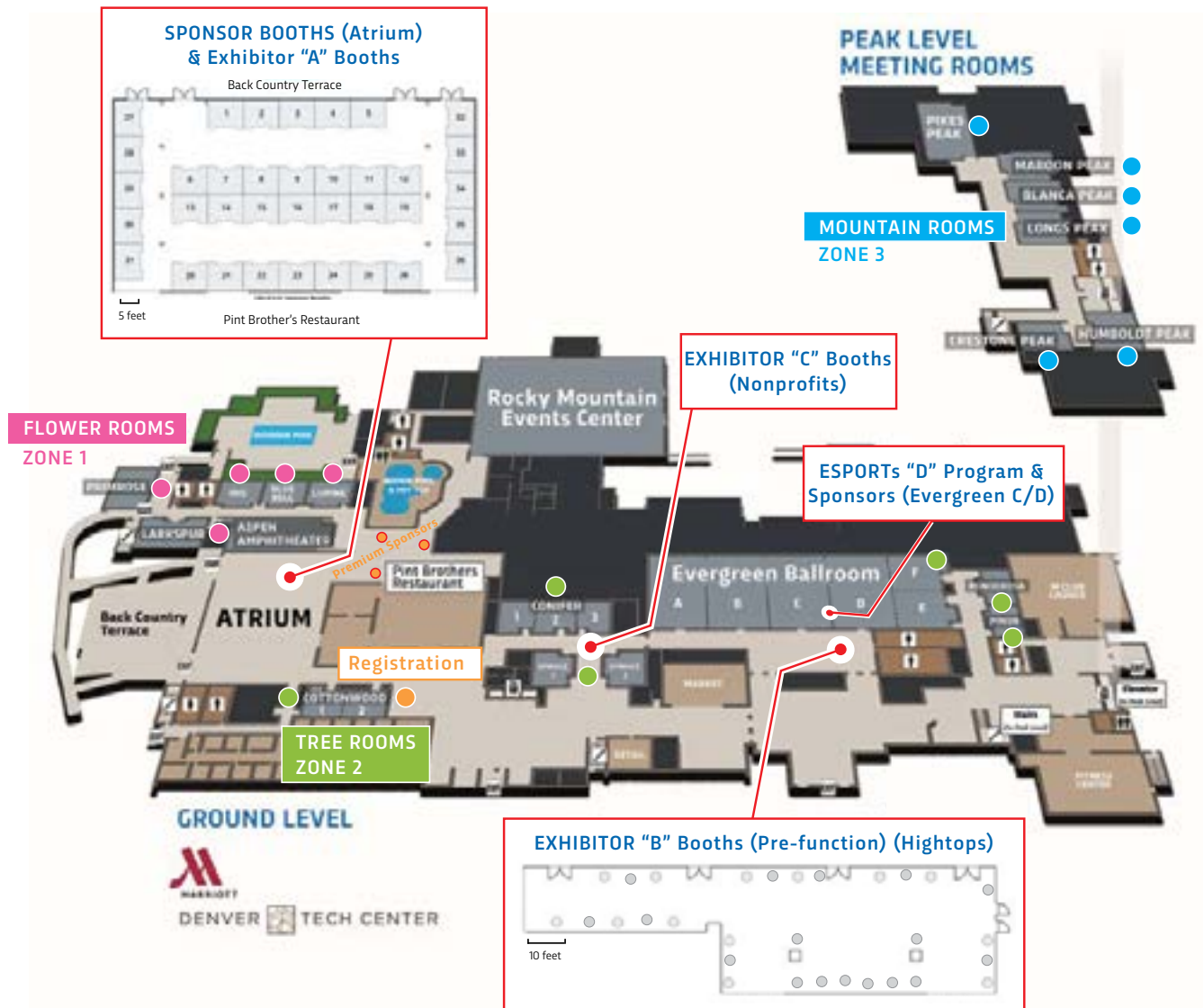
Call our Event Services group at 303.989.5356 ext. 106  
Or esports@coloradoleague.org

ESPORTS SPONSORS	Presenting	Gold	Silver	Bronze
	\$7,500	\$5,000	\$3,000	\$1,500
Available	1	3	5	15
Benefit				
Speaking Opportunities	Yes	Yes	Yes	N/A
Logo Placement (online & print)	Gold	Gold	Silver	Bronze
Booth	ESPORTS	ESPORTS	ESPORTS	ESPORTS
Banner placement	Stage	@booth	@booth	@booth
Marketplace Listing (\$749 value)	12 Months	Six Months	Three Months	Three Months
Marketing collateral placed into bags	Included	Included	Included	\$500
Attendee List	pre- and post-event	post event	none	none
Attendee badges	5	3	2	1
Power	Included	Included	Included	Included
Lead Capture App	Free	Free	Free	Free

# 2025 CONFERENCE LOCATION

Denver [Marriott Tech Center](#), 4900 S Syracuse St, Denver, CO 80237 (303) 779-1100  
 We are happy to be hosting our Annual Conference at the Denver Marriott Tech Center for the second year. Extra traffic builders and multiple activities throughout the conference encourage traffic to your location.

Nearby restaurants include Pappadeaux Seafood Kitchen, Los Chingones Mexican DTC, and Shanahan's Steakhouse. See more local options [here](#).





## ESPORTS PRESENTING

(One available) (\$7,500)

[Click to PURCHASE](#)

**Be Everywhere.** The ESPORTS Presenting Sponsor displays the highest level of commitment to charter school leadership. In appreciation, this sponsor receives the highest level of exposure at the ESPORTS event.

### Live Audience appreciations

- Option to speak on the Evergreen ESPORTS stage during two sessions, and at one lunch in the Main Ballroom.
- We will give you naming rights to the ESPORTS area under your name, "The XYZ ESPORTS area"

### Recorded and on-demand program

- Video placement in the rolling video in the room - three ten-minute videos.

### Signage

- Electronic: Sponsor logo placed on the League's conference webpage in Platinum position.
- Logos placed on main event page (web), agenda, and on Sponsor page.
- Name and Logo on printed signage for ESPORTS room
- Print: Grid game cards, Sponsor Signage, and main sponsor banner on the Ballroom stage (2).
- Your banner on the main ESPORTS stage.

### Booth & Other

- Five (5) complimentary attendee badges (\$2500 value).
- Complimentary Lead Generation through the Conference App
- One double booth in Evergreen ESPORTS center.
- Complimentary power.
- Complimentary Marketplace Listing for twelve months (\$749 value).
- Your marketing collateral included in conference bags (sponsor supplies 1,000 items).





## ESPORTS GOLD

(Three available) (\$5,000)

[Click to PURCHASE](#)

**Be Everywhere.** The ESPORTS GOLD Sponsor displays a high level of commitment to charter school leadership and promotion of play and engagement in charter schools around the state. This sponsorship includes one stage speaking, plenty of signage for brand recognition, three badges, and six months in our Marketplace.

### Live Audience appreciations

- Two ten-minute speaking opportunities on the Evergreen ESPORTS stage.

### Recorded and on-demand program

- Video placement in the rolling video in the room - up to ten minute video.

### Signage

- Electronic: Sponsor logo placed on the League's conference webpage.
- Logos placed on main event page (web), agenda, and on Sponsor page.
- Name and Logo on printed signage for ESPORTS room
- Print: Grid game cards, Sponsor Signage, and main sponsor banner on the Ballroom stage (2).

### Booth

- One ten-foot booth in Evergreen ESPORTS center. Includes 6-foot, draped table and chair.

### Other

- Three (3) complimentary attendee badges (\$1500 value).
- Complimentary Lead Generation through the Conference App
- Complimentary Marketplace Listing for six months ([marketplace.coloradoleague.org](https://marketplace.coloradoleague.org))
- Complimentary power.
- Post-event, electronic attendee list including emails (excluding opt outs).
- Your marketing collateral included in conference bags (sponsor supplies 1,000 items).

CONTACT: [Sponsors@coloradoleague.org](mailto:Sponsors@coloradoleague.org)







## ESPORTS SILVER

(Five available) (\$2,500 each)\*

[Click to PURCHASE](#)

ESPORTS Silver is a great option to get recognition, a booth, and promotion through signage and video. This includes two badges, power and complimentary lead acquisition through the conference app. This package generates high exposure and ROI. This package includes:

### Live Audience appreciations

- One ten-minute speaking opportunity on the ESPORTS stage.

### Recorded and on-demand program

- Video placement in the rolling video in the room - up to five minute video

### Signage Placement

- Logos placed on main event page (web), agenda, and on Sponsor page.
- Name and Logo on printed signage for ESPORTS room
- Print: Grid game cards, Sponsor Signage, and main sponsor banner on the Ballroom stage (2).

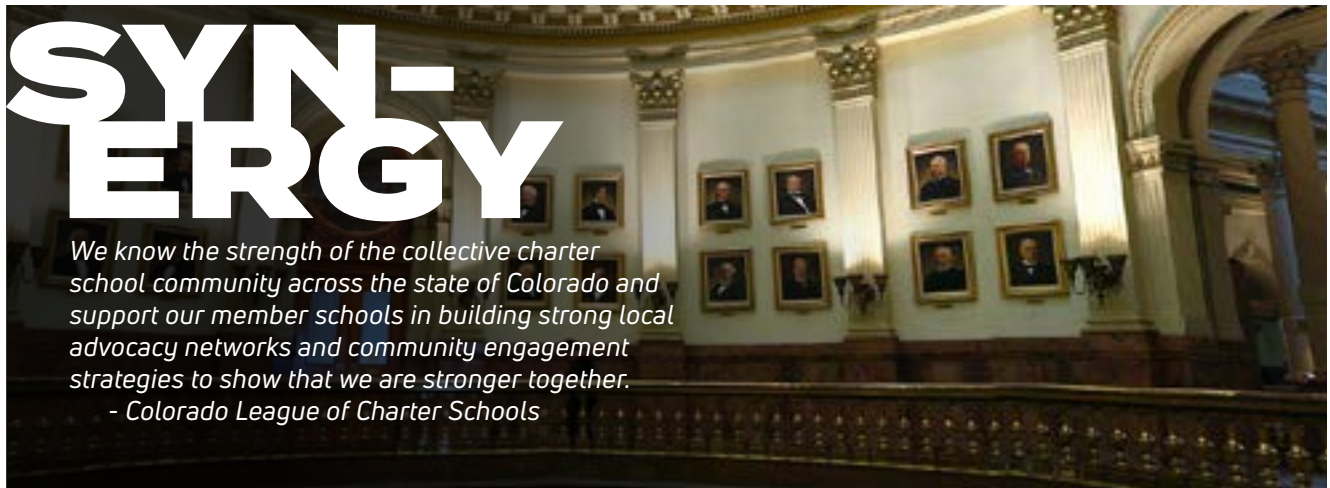
### Booth

- One ten-foot booth in Evergreen ESPORTS center. Includes 6-foot, draped table and chair.

### Other

- Two (2) complimentary attendee badges.
- Complimentary Lead Generation through the Conference App
- Complimentary Marketplace Listing for three months ([marketplace.coloradoleague.org](http://marketplace.coloradoleague.org))
- Complimentary power.
- Your marketing collateral included in conference bags (sponsor supplies 1,000 items).

CONTACT: [Sponsors@coloradoleague.org](mailto:Sponsors@coloradoleague.org)



*We know the strength of the collective charter school community across the state of Colorado and support our member schools in building strong local advocacy networks and community engagement strategies to show that we are stronger together.*

*- Colorado League of Charter Schools*



## ESPORTS BRONZE SPONSORS

(15 available) (\$1,500 each)\*

[Click to PURCHASE](#)

Sponsor the inaugural ESPORTS program at the League's conference by supporting the 135,000 charter school students across Colorado.

### Signage - Platinum Placement

- Bronze level sponsor signage online and in the room
- Optional placement of a standup banner in the ESPORTS room

### Booth

- High-top table in the ESPORTS room

### Other

- One (1) complimentary attendee badge.
- Complimentary Lead Generation through the Conference App
- Complimentary Marketplace Listing for three months ([marketplace.coloradoleague.org](https://marketplace.coloradoleague.org))
- Complimentary power.
- Option for Stuffing the conference bags (\$500 additional)

CONTACT: [Sponsors@coloradoleague.org](mailto:Sponsors@coloradoleague.org)

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## ALL Sponsor DETAILS and LOGISTICS

### Options

#### Marketing Collateral & Swag:

- **Add Collateral to Conference Bag** (\$500) – Include marketing collateral in the Conference Bags (Silver and Bronze Sponsors only). Items must be delivered to the League offices by February 12, 2025 (104 N. Broadway, Suite 400, Denver, CO 80203).
- **Add a Special Meeting** (\$1000) – Do you need a special room for a meeting, for a breakout, or for your staff? You can book a board room from us for a half-day use.

#### Email Promo Prior to the Event:

- Email promotion (\$500) – For existing sponsors, Bronze and higher, add on an email promotion for your organization with a paragraph and your logo going into an outbound email to either attendees or to the entire League Membership between January 1 and February 25, 2024.
- Upgrade your sponsorship by adding an additional bronze sponsorship to an existing sponsorship to go up one level in benefits. Add a silver to a gold to become platinum. The League reserves the right to adjust benefits. Please inquire for details.

CONTACT: [Sponsors@coloradoleague.org](mailto:Sponsors@coloradoleague.org)

## All sponsors: Details

### Help Promote

Please help promote the event!

Please tag @COcharterschools on FB and use #COCharterConference on Twitter.

### Book Your Room

The Marriott DTC is offering a special group rate—first come, first served. <https://book.passkey.com/event/50812083/owner/2092/home>

### Power and Ship Freight

Power is included with your sponsorship for all sponsor booths in the Sponsor Atrium and in the Exhibit Hall. For shipping information, view our Sponsor [FAQ HERE](#)

Prospectus on the web: <https://coloradoleague.org/events/annual-conference-2025/sponsorship.html>

### Booth space

- All booths include at least one full registration, power, a pipe and draped 8-foot space, a six-foot table and one chair (except where noted for high top tables)
- We ask that you would respect the space of your neighbors and stay within your space.

## Traffic Builders and Games

As part of our efforts to increase traffic to our Sponsors and Exhibitors, all attendees will receive a Grid Game card when they register. To play the game, attendees will visit Sponsor and Exhibitor booths and have their game cards signed in order to be entered into the prize drawings. Have your pens ready to sign each card as people spend time with you.

We are also dedicating a block of time Thursday and Friday for Exhibit Booth visits as well as hosting. The Wednesday Happy Hour is in the Atrium.

## Deadlines & dates

November 30, 2024	Purchase and pay to get the marketplace complimentary months.
November 30, 2024	Complete sponsorship or exhibitor booth sale to “choose your space” on the floor.
January 1, 2025	Prices increase for all Exhibitor booths.
January 1, 2025	Logos, videos and other materials must be delivered to the League.
January 15, 2025	Sales of all booths and sponsorships conclude.
January 15, 2025	Final, Final deadline for all logos and videos for online promotion only.
February 1, 2025	Deadline for sponsorship purchases to be included in print and online promotions.
February 1, 2025	Booth assignments out.
February 10, 2025	All marketing, signage, collateral, and swag delivered to the League offices.

Colorado League of Charter Schools: Attn Events: 104 N. Broadway, Suite 400, Denver, CO 80203.

Sponsor update emails will go out on the 1st and the 15th of each month (starting in November) to notify existing sponsors of details, information, changes, deadlines, or updates so please ensure that your point of contact email is accurate when you sign up. This information will also live on the dedicated Annual Conference Sponsor webpage <https://coloradoleague.org/events/annual-conference-2025/sponsorship.html>.

CONTACT: [Sponsors@coloradoleague.org](mailto:Sponsors@coloradoleague.org)